An event consumers. first we need to

Business, Industries

An event cannottake place without having event consumers.

First we need to define the meaningof consumer to give the reader a better understanding of what's to come throughoutthis chapter. So who is theconsumer of the event? A consumer is an individual who receives some form ofservice from event (Fetscherin and Heilmann, 2015). A key element to understandingyour consumers is by identifying who they are first.

There are many waysinformation can be produce to find out who the consumers are for a particularevent. According to (Jackson, 2013), he writes to further explain that identifyingconsumers can be done by market through market research. This type ofinformation gives event marketers significant amount of information if theevent is successful to be carried out, and also who the event is aimed towards. Fashion shows are away of presenting art in a different way. From the glamourous clothing, vibrantatmosphere, and admiring the beautiful models walk down the runway, a lot ofpeople think that's all a fashion show is. Believe it or not, fashion shows area platform for designs to address current issue which society face.

Whether theissue be big or small, the designers can attach there brand to the issue tobuild a more close relation to their consumers (amconyc, 2017). For example, anunderrated designer from a local fashion week in Mozambique came up with theconcept to address the issue about domestic violence. The idea behind this wasto have the models walk the runway in torn up clothing, and to wear heavymakeup which indicated beaten bruises to the body.

The message in the comingend to the show was to spread the word of leave peacefully and stop theviolence (Sawant, 2016). Furthermore, according to (Singh, 2017), fashion shows are important because it has animpact on our everyday life. Even though in today's modern society inparticular, not many people have the funds to purchase every design piece fromcurrent trends. We can say that designers twist to trends, inspires us to applythe designs and styles to our everyday style. According to(Yotka, 2017) who had the opportunity to interviewed Alexandre de Betak for voguemagazine, she made an interesting statement.

Alexandre de Betak says and Iquote " don't think of a fashion show as an individual moment, but in a globallife of the communication of a brand." Even though times are changing, andtechnology is growing rapidly, others within the industry still believe that weshould take into consideration that a fashion show cannot be recreated. Afashion show is important to create key statements, and should keep attendeestalking.

Next is digitalfashion shows. Unlike real life shows, digital is more dimensional. A fewbrands within the industry are ready to change from tradition to digital. Thefirst fashion brand that challenged the digital scene was Burberry. Back In 2010, Burberry took to the live streaming, showcasing there fall and winter collection.

According to (Pariani, 2017), it was reported that over 100 million viewersparticipated in viewing the live show. It is to believe that Burberry isbecoming successful within the digital industry because the brand wants to createa better more successful bond with their consumers (Milnes, 2015).

Digital fashionshows are further more evolving for showing a smarter ways to get fashion infront of people.

Fashion and technology is partially everywhere and is ineverything we do. Whether technology is changing the face of fashion, blogger(Nunns, 2016), discovered a survey that was undertaken by members in the UK, which reveled over 2, 000comsumers between the age 16 and up say the digital drives motivates them tomake purchases. As the Director ofLCF's Digital Anthropology Lab he quotes " We no longer aspire to view orattend just another catwalk show when digital technology is involved" (Corner, 2015). This contributes with European designer Donatella Versace who alsoquotes that " fashion's the new pace. " That's the world today and fashion isabout change and evolution" (WWDStaff, 2015).